

## ORDER



**Orders**  
**Order / Rev:** 197443  
**Alt Order #:** 06839620  
**Product Desc:** 8/15-8/21 Crossroads GPS  
**Estimate:** 884  
**Flight Dates:** 08/15/12 - 08/21/12  
**Original Date / Rev:** 08/09/12 / 08/09/12  
**Order Type:** REG

**WVBT**

**Primary AE:** Petry Philadelphia  
**Sales Office:** P-PHI  
**Sales Region:** Nat

**Agency Name:** Crossroads Media LLC  
**Buying Contact:**  
**Billing Contact:**  
 66 Canal Center Plaza  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** POL/Crossroads GPS  
**Demographic:** A35+  
**Product Codes:** PL2  
**Priority:** P1  
**Revenue Codes:** AGY, POL, POL-ISS

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:** IN7573/AU3290/TO1672/AL2022/SP791

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/21/12	23	\$10,225.00	\$8,691.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	23	\$10,225.00	\$8,691.25	0.00
<b>Totals</b>	<b>23</b>	<b>\$10,225.00</b>	<b>\$8,691.25</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WVBT	6%	\$10,225.00
Market	100%	\$170,416.67

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WAVY	46%	\$78,391.67
WGNT	0%	\$0.00
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	26%	\$44,308.33
WTVZ	4%	\$6,816.67
WVEC	18%	\$30,675.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WVBT	08/15/12	08/15/12	M-F 10-11a Millionaire	CM	10-11a	--W----	:30	1	\$75.00	P2	0.00	NM	1	\$75.00
MILLIONAIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		08/13/12	08/19/12	--W----	1		\$75.00	0.00							
E 2	WVBT	08/16/12	08/16/12	M-F 10-11a Millionaire	CM	10-11a	---T---	:30	1	\$75.00	P2	0.00	NM	1	\$75.00



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Advertiser: POL/Crossroads GPS  
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 Estimate: 884  
**WVBT**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 14	WVBT	08/18/12	08/18/12	Sa 1045-11p Fox Sportswrap Sat	CM	1045-11p	-----S-	:30	1	\$300.00	P2	0.00	NM	1	\$300.00
SPORTSWRAP SATURDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S-					1	\$300.00		0.00			
E 15	WVBT	08/19/12	08/19/12	Su 10-1044p Fox News @10 Sun	CM	10-1045p	-----S	:30	1	\$1,200.00	P1	0.00	NM	1	\$1,200.00
SUNDAY LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S					1	\$1,200.00		0.00			
E 16	WVBT	08/19/12	08/19/12	Su 1045-11p Fox Sportswrap Sun	CM	1045-11p	-----S	:30	1	\$500.00	P2	0.00	NM	1	\$500.00
SPORTSWRAP SUNDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-----S					1	\$500.00		0.00			
E 17	WVBT	08/15/12	08/15/12	M-F 11-1130p 30 Rock	CM	11-1130p	--W----	:30	1	\$250.00	P2	0.00	NM	1	\$250.00
30 ROCK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	--W----					1	\$250.00		0.00			
E 18	WVBT	08/16/12	08/16/12	M-F 11-1130p 30 Rock	CM	11-1130p	---T---	:30	1	\$250.00	P2	0.00	NM	1	\$250.00
30 ROCK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	---T---					1	\$250.00		0.00			
E 19	WVBT	08/17/12	08/17/12	M-F 11-1130p 30 Rock	CM	11-1130p	----F--	:30	1	\$250.00	P2	0.00	NM	1	\$250.00
30 ROCK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	----F--					1	\$250.00		0.00			
E 20	WVBT	08/20/12	08/20/12	M-F 11-1130p 30 Rock	CM	11-1130p	M-----	:30	1	\$250.00	P2	0.00	NM	1	\$250.00
30 ROCK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	M-----					1	\$250.00		0.00			
E 21	WVBT	08/21/12	08/21/12	M-F 11-1130p 30 Rock	CM	11-1130p	-T-----	:30	1	\$250.00	P2	0.00	NM	1	\$250.00
30 ROCK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-T-----					1	\$250.00		0.00			
E 22	WVBT	08/15/12	08/17/12	M-F 2-3p Steve Wilkos	CM	2-3p	--WTF--	:30	1	\$150.00	P1	0.00	NM	1	\$150.00
STEVE WILKOS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	--WTF--					1	\$150.00		0.00			
E 23	WVBT	08/20/12	08/21/12	M-F 2-3p Steve Wilkos	CM	2-3p	MT-----	:30	1	\$150.00	P1	0.00	NM	1	\$150.00
STEVE WILKOS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MT-----					1	\$150.00		0.00			
													Totals	23	\$10,225.00